



# MANJULA K

## Digital Marketing Analyst

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Arakkonam, Ranipet - 632 502

### EDUCATION

#### Bachelor of Science in Computer Science

Government Arts & Science College,  
Arakkonam  
2020 - 2023

#### Higher Secondary Certificate

Government Girls Hr. Sec School,  
Narasingapuram  
2018 - 2020

#### Secondary School Leaving Certificate

Government Girls Hr. Sec School,  
Narasingapuram  
2018

### SKILLS

- SEM & SMM
- SEO & SMO
- LinkedIn Ads, Snapchat Ads
- WordPress
- Google Tag Manager, Google Analytics
- WhatsApp & Email Marketing
- Canva Designing
- Content Strategy & Development
- HTML
- CSS
- Client Handling

### About Me

Dedicated Digital Marketing Analyst with nearly 2 years of experience in managing paid campaigns and SEO strategies. Skilled in Google Ads, Social media Ads, and performance tracking through Google Analytics and Tag Manager. Known for effective campaign planning, creative content execution, and delivering measurable results.

### WORK EXPERIENCE

June 2023 - present

WHY Global Services, Chennai

### CAREER HIGHLIGHTS

- Managed ad campaigns for 18+ clients across diverse industries, delivering consistent and result-driven strategies.
- Led digital marketing campaigns, overseeing monthly budgets of ₹2L+ for social media ads and ₹35K for Google Ads.
- Generated 3,730 leads for a client with an ad spend of ₹13,645, maintaining an exceptional Cost Per Result (CPR) of ₹3.66.
- Executed a high-impact Meta ad campaign for WHY TAP (an educational institute), turning a ₹3,25,750 investment into approx. ₹75L in revenue and delivering a 23x return on ad spend.
- Led a well-optimized Google Ads campaign for WHY TAP, delivering 335 qualified leads at a CPL of ₹158.62 within a budget of ₹53,136.
- Managed 10+ client profiles on Facebook, Instagram, Twitter, LinkedIn, and YouTube, ensuring brand consistency and engagement.
- Planned and executed multi-channel campaigns across LinkedIn, email, and WhatsApp, resulting in improved brand reach and lead acquisition.
- Designed 25+ posters and videos using Canva, effectively utilized in both social media marketing and paid ad campaigns to drive engagement.
- Basic working knowledge of HTML5 and CSS for website layout and customization.